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| **RUBRIC: Adaptations Advertisement** | | | |
| **TEKS**  **Science:**  **5.10 A:  compare the structures and functions of different species that help them live and survive such as hooves on prairie animals or webbed feet in aquatic animals;**  **5.9A: observe the way organisms live and survive in their ecosystem by interacting with the living and non-living elements;**  **Reading:**  **5.14B consider the difference in techniques used in media;** | **PROGRESSING** | **PROFICIENT** | **ADVANCED** |
| The following are evident in the advertisement:  **Product**   * Product is not based on actual plant or animal adaptation. * Product is not related to adaptations of assigned ecosystem. * Product does not help or assist travelers to assigned ecosystem.   **Advertisement**   * Does not identify product or is unclear about animal or plants product is based on. * Lacks explanation about how the product helps travelers. * Does not persuade buyer. * Ineffective layout design * Lacks appropriate or nice graphics or illustrations * Does not use conventions of language: multiple mistakes in spelling and grammar. | The following are evident in the advertisement:  **Product**   * Product based on one or more actual plant or animal adaptations. * Product idea based on adaptation that occurs in assigned ecosystem. * Product design helps travelers going to assigned ecosystem.   **Advertisement**   * Clearly identifies product and which animals or plants it is based on. * Gives important facts about what the product does and how it helps travelers. * Includes persuasive elements . * Effective layout design. * Appropriate graphics/illustrations. * Uses conventions of language: correct spelling and grammar. | Develop a commercial using Microsoft Photo Story that:   * Presents all required advertisement information in a television commercial format. * Includes persuasive elements. * Uses conventions of language: correct spelling and grammar. |
| **Grade Scale** | **0-69** | **70-90** | **90-100** |